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AUTONATION SWOT & PESTLE ANALYSIS

Company Name : AutoNation

Company Sector : Automotive Retail

Operating Geography : United States, North America, Global

About the Company : AutoNation is a Fort Lauderdale-based automotive retailer that sells new and used cars as well as related services across the United States. Wayne Huizenga launched the company in 1996, and it now has over 300 retail locations. Domestic, Import, and Premium Luxury are the three segments in which the company operates. Retail automotive franchises that sell new Ford, General Motors, and Stellantis vehicles make up the Domestic category. Retail automotive franchises that sell new Toyota, Honda, Subaru, and Nissan vehicles fall into the Import category. Retail automobile franchises that offer new Mercedes-Benz, BMW, Lexus, Audi, and Jaguar Land Rover vehicles comprise the Premium Luxury category. Used vehicles, parts, and automotive repair and maintenance services, as well as automotive finance and insurance products, are all sold by the franchises in each segment. Vehicle service and other protection items, as well as the arranging of financing for vehicle purchases through third-party finance sources, are among its automotive finance and insurance products (Customer Financial Services). On May 3, 2022, AutoNation Inc. announced that 129 AutoNation stores have been certified in the J.D. Power 2022 Dealer of Excellence ProgramSM, which honors a select number of vehicle dealerships across the United States that provide exceptional customer service.

AutoNation's USP lies in its being America's largest auto retailer, with 215 stores across the country. The mission statement of AutoNation reads, "Our mission is to deliver a peerless customer experience. and vision is to be America's best place to buy and service cars and trucks".

Revenue :

$25,844.0 million - FY ending 31st December 2021 (y-o-y growth 26.7%)

$20,390.0 million - FY ending 31st December 2020 (y-o-y growth -4.43%)

$21,335.7 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for AutoNation is given below:

Strengths	Weaknesses
1.Diversified portfolio of franchises consisting of domestic, import and premium luxury brands. 2.Omnichannel capabilities providing personalized digitized customer 3.Largest automotive retailer in the United States. 4.Strong distribution network in the United States with presence in over 15 states.	1.Heavy dependence on manufacturers and distributors whose franchises are held by the company. 2.The company is substantially indebted. 3.Less presence across the globe. 4.Involved in allegations of offering unsafe used cars.
Opportunities	**Threats**
1.Continued expansion of the company's retail brand will lead to increase in the market share. 2.Due to covid-19 increase in demand for used car vehicles. 3.Increase in consumer spending and limited supply in the post covid era could result in rise in prices and demand.	1.Increase in ride-sharing applications. 2.Intense and increasing competition in the automotive industry. 3.Covid-19 could lead to further decrease in sales.

PESTLE Analysis :

The PESTLE Analysis for AutoNation is given below:

Political	Economical
1.Biden administration in support of electric vehicles which may negatively impact sales of traditional vehicles.	1.Changes in interest rates significantly impact the sales of new and used vehicles. 2.The economic recession caused by covid-19 leading to decreased demand.
Social	**Technological**
1.Customers are increasingly shopping for automotive products and services online and through mobile applications. 2.Covid-19 has led to a decrease in the vehicle miles traveled.	1. Proprietary tools that leverage real-time customer data to enhance customer experience. 2. Leveraging digital capabilities to increase efficiency and reduce costs.
Legal	**Environmental**
1.The Dodd-Frank Act provided the Federal Trade Commission with new and expanded authority regarding automotive dealers	1.To protect environmental pollution recycling of various materials such as lead acid batteries. 2.Installation of waterless plumbing fixtures and low-flat faucets to reduce water consumption

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